

Message

From: Gutro, Doug [Gutro.Doug@epa.gov]
Sent: 6/12/2018 3:14:12 PM
To: Dunn, Alexandra [dunn.alexandra@epa.gov]
Subject: Fwd: R1 Draft Media Plan for PFAS Community Engagement Forum

Em Sent you and Deb last week. We were awaiting your feedback. I discussed with Deb yesterday. Just sent to HQ

We have booked your cc times ed board
We have posted and tweeted

I left you a voicemail. We can talk through several issues.

Sent from my iPhone

Begin forwarded message:

From: "Bender, Emily" <Bender.Emily@epa.gov>
Date: June 12, 2018 at 9:59:41 AM EDT
To: "Block, Molly" <block.molly@epa.gov>, "Grantham, Nancy" <Grantham.Nancy@epa.gov>, "Gutro, Doug" <Gutro.Doug@epa.gov>, "Deegan, Dave" <Deegan.Dave@epa.gov>
Subject: R1 Draft Media Plan for PFAS Community Engagement Forum

Hi Molly and Nancy-

Here is our draft media plan based on HQ's guidelines in the Community Engagement memo. Let me know if you have thoughts or comments.

Thanks much,

Emi

Press Release #1: Issued at 10am on Monday, June 11

- Social media posts – will amplify release on Monday June 11 on regional FB and Twitter Accounts

Week of June 11-15

- Social Media Posts daily on Twitter and every other day on FB amplifying event and providing any updated materials such as agenda and op-ed from RA
- Op-ed from RA- will go out week of June 11
- Will pitch interviews to following outlets: NH Union Leader, Bennington Banner, NH NPR, WCAX-TV (ch. 3 Vermont), Newsday, CT Post

Week of June 18-22

- <!--[if !supportLists]--><!--[endif]-->Social Media Posts daily on Twitter and every other day on FB amplifying event and providing any updated materials or news coverage of event
- <!--[if !supportLists]--><!--[endif]-->Will pitch RA to do Ed. Board meetings on June 19 at Cape Cod Times and on June 25 with Seacoast Online/Foster's Daily Democrat
- <!--[if !supportLists]--><!--[endif]-->Release #2 goes out three days before the event (June 22) with accompanying social media.

